A Pragmatic Study of Impoliteness in Donald Trump's Racist Speeches

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دراسة تداولية للفظاظة في خطابات دونالد ترامب العنصرية

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Abstract

   The present study is primarily concerned with pragmatically investigating the impoliteness strategies used by the previous American president Donald Trump in his racist speeches. Consequently, this study aims at: (1) Investigating the types of racism used by Donald Trump in his racist speeches, (2) Shedding light on the topics that are Finding out the always referred to by Donald Trump in his racist speeches, (3) employed by Donald Trump to issue his racist speeches, and impoliteness strategies (4) Revealing the most prevailing impoliteness strategies utilized by Donald Trump in his racist speeches. In accordance with these aims, it is hypothesized that (1) Racism is used explicitly more than implicitly by Donald Trump in his racist speeches. (2) Migration and language are the topics that are always referred to by Donald Trump in his racist speeches. (3) Bald–on record and positive politeness strategies are used by Donald Trump in his racist speeches, and (4) Positive impoliteness prevails in Donald Trump's racist speeches. To achieve the aims of the study, the following procedures are followed: (1) Presenting a theoretical background about impoliteness, (2) Choosing some speeches delivered by Donald Trump at different occasions and analyzing them depending on Culpeper's (1996) model of impoliteness, and (3) Coming up with certain conclusions.

Key words: Impoliteness , Racism, Donald Trump's Speeches

المستخلص

تهـتم الدراسـة الحاليـة بشـكل رئيسـي بـالتحقيق التـداولي فـي اسـتراتيجيات الفظاظـة التـي اسـتخدمها الـرئيس الأمريكـي السـابق دونالـد ترامـب فـي خطاباتـه العنصـرية. وبالتـالي ، تهـدف هـذه الدراسـة إلـى: (١) بيـان أنـواع العنصـرية التـي يسـتخدمها دونالـد ترامـب فـي خطاباتـه العنصـرية ، (٢) تسـليط الضـوء علـى الموضـوعات التـي يشـير إليهـا دائمًـا دونالـد ترامـب فـي خطاباتـه العنصـرية ، (٣) اكتشـاف اسـتراتيجيات الفظاظـة التـي اسـتخدمها دونالـد ترامـب لإصـدار خطاباتـه العنصـرية ، و (٤) الكشـف عـن أكثـر اسـتراتيجيات الفظاظـة السـائدة التـي اسـتخدمها دونالـد ترامـب فـي خطاباتـه العنصـرية. وفقًـا لهـذه الأهـداف ، يُفتـرض أن (١) يـتم اسـتخدام العنصـرية صـراحة أكثـر مـن ضـمنيًا مـن قبـل دونالـد ترامـب فـي خطاباتـه العنصـرية. (٢) الهجـرة واللغـة همـا الموضـوعان اللـذان يشـير إليهمـا دائمًـا دونالـد ترامـب فـي خطاباتـه العنصـرية. (٣) يسـتخدم دونالـد ترامـب اسـتراتيجيات الفظاظـة المباشـرة والإيجابيـة فـي احاديثـه العنصـرية ، و (٤) الفظاظـة الإيجابيـة تسـود فـي خطاباتـه دونالـد ترامـب العنصـرية. ولتحقيـق أهـداف الدراسـة ، تـم

اتبــاع الإجـراءات التاليــة: (١) تقـديم خلفيــة نظريــة الفظاظـة ، (٢) اختيــار بعـض الاحاديـث التـي قالهـا دونالـد ترامـب فـي مناسبات مختلفة وتحليلها اعتمادًا على نموذج كيلبر (١٩٩٦) في الفظاظة ، و (٣) الخروج باستنتاجات معينة.

الكلمات المفتاحية: الفظاظة؛ العنصرية؛ احاديث دونالد ترامب.

1. Introduction

In societies, communication generally occurs via language since language is regarded as the crux of humanity through which human beings can achieve their goals. In sum, this is done through the access of language users to the linguistic means of communication which are the essence of various fields of language study such as pragmatics (Allott, 2010: 116). Simply, this work is dedicated to pragmatically deal with the employment of impoliteness strategies by Donald Trump in his racist speeches. In other words, the current study is an attempt to answer the following 2) (questions: (1) Which types of racism do Donald Trump use in his racist speeches? What topics are always referred to by Donald Trump in his racist speeches? (3) What are the impoliteness strategies that are employed by Donald Trump to issue his racist speeches? and (4)   What are the most prevailing impoliteness strategies that are utilized by Donald Trump in his racist speeches?

2. Spotlight on Impoliteness Theory

The definition of impoliteness is an actual challenge. One significant reason for this is that some verbal behaviors are usually impolite (Culpeper, 2011:22). However, they will not always be impolite. It relies on the situation. For instance, shouting and using potentially offensive language to an older person living in a quiet alley might be taken as extremely impolite, while the same behavior in the midst of a football crowd might not be taken as impolite at all. Accordingly, impoliteness depends on how one perceives what is said and done and how that relates to the situation (ibid.).

In this matter, Bousfield (2008: 71) contends that conflictive, verbally aggressive, non-socially-cooperative and impolite communication can and does happen. From this point, impoliteness is the opposite of politeness, it constitutes the communication of intentionally gratuitous and conflictive verbal face-threatening acts (FTAs) which are purposefully delivered (ibid. 72). Moreover, Bousfield (ibid. 83) submits that impoliteness is acquainted as the utilization of utterances or actions that attack an interlocutor's face and cause disharmony and/or social disruption.

According to Culpeper (2011: 22), impoliteness in concise requires a mental attitude held by a participant and comprised of negative evaluative beliefs about particular behaviors in particular social contexts and the activation of that attitude. Culpeper (ibid. 19) adds that it occurs when a speaker intentionally communicates face-attack, or when the listener realizes or constructs a behavior as deliberately face-attack, or a combination of both. This means that the notion of face-attack and intentionality are two eminent commonalities amongst the various definitions of impoliteness (ibid. 20).

2.1 Functions of Impoliteness

Different functions of impoliteness can be limelighted. These could include the following:

(1) Affective Impoliteness: Following Culpeper (2011: 223), affective impoliteness includes the occurrence of emotional flush during the conversation between the

speaker and the target of impoliteness usually anger with the implication that the target is to blame for producing that negative emotional state.

(2) Coercive Impoliteness: It is the second function of impoliteness that attempts a reorganization of values between the producer and the target in which the producer (speaker) benefits or has his current benefits reinforced or protected (ibid. 226). Also, this function includes coercive action which is defined as an action taken with the intention of imposing harm on another person or forcing compliance. It occurs in the situations where the producer (speaker) belongs to a higher and more powerful social level than the hearer's level (ibid.).

(3) Entertaining Impoliteness: According to Culpeper (ibid. 233), entertaining impoliteness involves exploitative entertainment. Simultaneously with whole authentic impoliteness, a victim or at least a potential victim is demanded and in this genre, the entertainment participants realize who the target is and the target is always a veritable identity (ibid.).

(4) Institutional Impoliteness: It is a specific phenomenon of general nature. It includes behaviors or actions accomplished by individuals that act on behalf of the group sharing the same system of values. For instance: being impolite to a school teacher, in order to gain status within a particular student peer group (ibid: 245).

2.2 Impoliteness Strategies

For Culpepper (1996: 356-357), impoliteness can be realized via strategies. Thus, he proposes the following strategies, each with its out-put realizations:

1) Bald-on-record Impoliteness

In this strategy, Culpeper (2016:425) declares that the face- threatening act is performed in a direct, clear, unambiguous and concise way in circumstances where the face is not irrelevant or minimized.

2) Positive Impoliteness

Positive impoliteness is the use of strategies designed to damage the addressee's positive face wants. It can be performed via some output strategies like ignoring or snubbing the other; excluding the other from an activity as in a deny of association or common ground with the other; using inappropriate identity markers as in utilizing titles and surnames when a close relationship pertains; using obscure or secretive language, for example, mystifying the other with jargon; being uninterested or uncomfortable for instance, utilizing small talk; utilizing taboo words such as swear, or using abusive or profane language (ibid.).

3) Negative Impoliteness

Negative impoliteness refers to the use of strategies designed to damage the addressee's negative face wants. The output strategies are frightening the other, scorning or ridiculing, being contemptuous, refusing to treat the other seriously, invading the other's space literally (e.g. position yourself closer to the other than the relationship permits) or metaphorically (e.g. ask for or speak about information which is too intimate given the relationship), explicitly associating the other with a negative

aspect, and putting the other's indebtedness on record and violating the structure of conversation (ibid.).

4) Off-record Impoliteness

Off-record impoliteness means that the face-threatening act is performed by means of an implicature but in such a way that one attributable intention clearly outweighs any others (ibid.).

5) Withhold Impoliteness

It refers to the absence of politeness work where it would be expected. For instance, failing to thank somebody for a gift may be taken as deliberate impoliteness (ibid.).

3. The Concept of Racism

In whole regions of the world, racism subsists in varying degrees. One of its ultimate forms in the history of the world is slavery, colonialism, and genocide Bangura and Stavenhagen, 2005: 1). Generally speaking, racism could be covert or (overt. Covert racism manifests hidden by the norms of association, affiliation, group membership and/or identity, while overt racism refers to explicit acts of oppression toward people of color and unconcealed attitudes of racial superiority (Constantine, 2006: 4). Types of racism include:

1. Cultural Racism: A form of racism that depends on cultural differences rather than on biological markers of racial superiority or inferiority (Mukhopadhyay and Chua, 2008: 377).

2. Gendered Racism: Brah (1996:154) mentions that gendered racism refers to the discrimination between men and women.

3. Religious Racism: This type of racism refers to treating a group of people differently due to the prevailing belief that they belong to a specific religion (Duriez and Hutsebaut, 2000: 87).

4. Color–Based Racism: Hall (2010: 24) states that this type of racism refers to the efforts by a dominant ethnic group to exclude another ethnic group according to observable physiological characteristics of skin color.

5. Supremacy Racism: This type refers to the idea that white people are superior to some other races what makes them have control over others (Web Source 1)

6. Racial Nationalism: It is an <u>ideology</u> that calls for a <u>racial</u> definition of the <u>national identity</u> and that seeks to preserve "<u>racial purity</u>" of a nation by prohibiting <u>race mixing</u> and the <u>immigration</u> of other races (Web Source 2)

4. Model of Analysis

Depending on what has been discussed previously, the model developed for the analysis of certain texts in the following section is diagrammed as

The FTA is performed in a direct, clear, unambiguous and concise way

Bald –on record

Profane Language

Make the other feel uncomfortable | Seek disagreement | Use obscure or secretive language | Use inappropriate identity markers | Be disinterested, unconcerned, | Disassociate from the other | Exclude the other from an activity | Ignore, snub the other

Positive

Negative

Impoliteness Strategies

Religious | National | Culture | Gendered | Supremacy

Overt | Covert | Color

Types of racism

Racist Speech

Violate the structure of conversation | Explicitly associate the other... | Invade the other' or metaphorically s space—literally | the absence of politeness work where it would be expected. | scorn or ridicule | Frighten

the FTA is performed by means of an implicature

Off-record

Withhold Impoliteness

5. Data Analysis

Text (1)

"So...Democrat Congresswomen, who originally came ... are a complete and total catastrophe, the worst, ... in the world (if they even have a functioning ... viously telling the people of the United States, the greatest and most powerful Nation on earth, how our government is to be run. Why don't they go back and help fix the totally broken and crime infested places from which they came. Then come back and show us how.... It is done. These places need your help badly, you can't leave fast enough. I'm sure that Nancy Pelosi would be very happy to quickly work ... free travel arrangements!" (Web Source 3).

Analysis

Pragmatically, Trump's comments ... mated by racial discrimination against four democratic women in the Congress from different minorities. They are the deputies Alexandria Ocasio-Cortez, Ayanna Pressley, Ilhan Omar, and Rashida Tlaib on the ground of criticizing his policy. Trump's clear talk of racism (overt racism) includes color, culture, gender and supremacy racism.

With regards to the impoliteness strategies employed, it is worth noting that Trump resorts to positive impoliteness through ... on the use of abusive or profane language represented by these words *"c...phe"*, *"the worst"*, *"most corrupt"* and

"inept anywhere in the world". The employment of these words indicates the extent of offense to the original home of the women deputies. Another kind of impoliteness strategies is negative impoliteness which is evident in explicitly associating the other with a negative aspect. This is clear in *"Why don't they go back and help fix the totally broken and crime infested places from which they came?"* wherein Trump associates crime and broken law with the countries from which the black representative congresswomen came. At the same time, he refers to the US as the greatest and most powerful nation on earth. Moreover, Trump makes use of the positive politeness strategy exclude the other (deny association or common ground with the other). By saying *"Why don't they go back and help fix the totally broken and crime infested places from which they came. Then come back and show us how"*, Trump tries to disassociate the four black congresswomen as if he directly says that they do not have the right to run for presidency because they are not from the US.

Text (2)

" Rep, Elijah Cummings has been a brutal bully, shouting and screaming at the great men &women of Border patrol about conditions at the Southern Border, when actually his Baltimore district is FAR WORSE and more dangerous. His district is considered the Worst in the USA…… As proven last week during a congressional tour, the Border is clean, efficient & well run, just very crowed. Cumming District is a disgusting, rat and rodent infested mess. If he spent more time in Baltimore, maybe he could help clean up this very dangerous &filthy place. Why is so much money sent to the Elijah Cummings district when it is considered the worst run and most dangerous anywhere in the United States. No human being would want to live there .Where is all this money going ?How much is stolen ?Investigate this corrupt mess immediately!" (Web Source 4)

Analysis

Trump speaks in an overt and covert racist formula, where the speech includes a kind of racism based on color since it involves showing overt hatred towards black people, especially the deputy is an African–American. Also, Trump refers to the boycott of the deputy with a kind of racism, which is cultural especially when he describes it with several negative characteristics such as the *"Worst in the USA"* and *"Cumming District is a distinguishing ,rat and rodent infested mess"*.

In this excerption, positive impoliteness is clearly demonstrated through Trump's reliance on the utilization of profane language in his description of the black Cumming's boycott. This is represented by these words *"FAR WORSE", "a distinguishing, rat and rodent infested mess"*, *"worst run"*, and *"most dangerous anywhere in the United States"*. Also, negative impoliteness is manifested and is represented by the strategy of scorning or ridiculing which is evident in the text particularly in using the following words to describe Elijah *"brutal bully"*, *"shouting"* and *"screaming"*. Through this exploitation, Trump intends to belittle the deputy. In addition, Trump makes use of off record impoliteness wherein the face-threatening act is performed by means of an implicature. By saying *"Why is so much money sent to the Elijah Cummings district when it is considered the worst run and most dangerous anywhere in the United States. Where is all this money going? How much is stolen ?Investigate this corrupt mess immediately !"*, Trump implicates that Elijah Cummings is stealing the money sent to the district.

Text (3)

"I think Islam hates us," Trump said in March to journalist Anderson Cooper of CNN, before adding, "We cannot allow people to come from these countries that have hatred toward the United States." (Web Source 5).

Analysis

In the previous text, racism is overt because Trump uses a direct expression which reflects his hatred to Islam, which is the religion of Muslim countries. This indicates discrimination according to the religion of the people and the distinction between those religions.

As for the impoliteness strategies utilized, it can be observed that Trump uses a bald-on record face-threatening act as an impoliteness strategy in *"We cannot allow people to come from these countries that have hatred toward the United States"*. By asserting that they can't allow people from Muslim countries to enter the USA, Trump directly expresses his objection to Muslim's entrance to the USA.

Text (4)

"He came out of nowhere. In fact, I'll take it even further: the people who went to school with him, they never saw him. They don't know who he is It's crazy… President Obama has no control over the African American community… Our great African American president hasn't exactly had a positive impact on the thugs who are so happily and openly destroying Baltimore…Sadly, because president Obama has done such a poor job as president, you won't see another black president for generations" (Web Source 6).

Analysis

Donald Trump's speech reflects a clear hatred towards Obama as Obama is the first black American President. Racism, here, is overt; it is of the type color-based racism. Trump directly attacks Obama by accusing him of not being born in the United States of America by saying "*He came out of nowhere. In fact, I'll take it even further.*

"*He came out of nowhere*", a bald-on record face-threatening act is In employed as an impoliteness strategy. Then, Donald Trump makes use of negative *President Obama has no control over the* "impoliteness by ridiculing Obama as in *African American community"*, *"Our great African American president hasn't exactly had a positive impact on the thugs who are so happily and openly destroying Baltimore"* and "*Sadly, because president Obama has done such a poor job as president"*. By his words, Donald Trump tries to belittle the political status of Obama. Also, Donald Trump utilizes the positive impoliteness strategy of using profane language in his employment of the expression "thugs" in *"Our great African American president hasn't exactly had a positive impact on the thugs who are so happily and openly destroying Baltimore"*.

Text (5)

"We've just seen many, many crimes getting worse all the time, and as Maine knows—a major destination for Somali refugees—right, am I right?" (Web Source 7).
Analysis

Donald Trump speaks about Somali refugees in Maine during his visit to Portland. He indicates that the immigrant population is a fertile ground for crime and terrorism. He invests overt racism that includes racism based on color and nationalism.

In the above excerption, Donald Trump employs a bald-on record face-threatening act as an impoliteness strategy. Donald Trump directly, unambiguously, and concisely states his belief that Somali refugees are the source of crime and terrorism. At the same time, he makes use of the negative impoliteness strategy associate the other with a negative aspect through associating Somali refugees with the increase of crimes. This means that he attributes terrorism to them.

Text (6)

 "We have people coming into the country, or trying to come in — and we're stopping a lot of them — but we're taking people out of the country. You wouldn't believe how bad these people are. These aren't people. These are animals. And we're taking them out of the country at a level and at a rate that's never happened before. And because of the weak laws, they come in fast, we get them, we release them, we get them again, we bring them out. It's crazy." (Web Source 8).

Analysis

During Donald Trump's discussion at the White House about the so-called sanctuary cities, he was responding to Sheriff Margaret Mims, of Fresno County, Calif who had recounted how California state laws were holding her back from cooperating with deportation efforts by federal Immigration and Customs Enforcement agents. Racism is overtly stated in the previous text; it is of the type color-based, national, and cultural racism.

 Donald Trump resorts to positive impoliteness, particularly the strategy of using profane language through his use of insulting expressions like "*how bad these people are*" and "*These aren't people. These are animals*".

Text (7)

 "When Mexico sends its people, they're not sending their best. They're not sending you. They're not sending you. They're sending people that have lots of problems, and they're bringing those problems with us. They're bringing drugs. They're bringing crime. They're rapists. And some, I assume, are good people" (Web Source 9).

Analysis

Donald Trump utilizes explicit racism in this text, which includes racism based on culture, color, and nationality

 In this speech, Donald Trump employs the positive impoliteness strategy of using profane language represented by the employment of inappropriate expressions such as "*They're bringing drugs", "They're bringing crime" , They're rapists"*.

Table (1): The Frequencies and Percentages of Impoliteness Strategies Used by Donald Trump in his Racist Speeches

Impoliteness Strategies	Output Strategies	Frequency	Percentage
Bald on-record	The FTA is performed in a direct, clear, unambiguous and concise way	4	%15.384
	Ignore, snub the other—fail to acknowledge the other's presence	0	
	Exclude the other from an activity	1	

Impoliteness Strategies	Output Strategies	Frequency	Percentage
Positive	Disassociate from the other (deny association or common ground with the other; avoid sitting together)	0	%61.538
	Be disinterested, unconcerned, unsympathetic	0	
	Use inappropriate identity markers	0	
	Use obscure or secretive language	0	
	Seek disagreement—select a sensitive topic	0	
	Make the other feel uncomfortable (do not avoid silence, joke or use small talk)	0	
	Use taboo words—swear, or use abusive or profane language	15	
	Call the other names—use derogatory nominations	0	
Negative	Frighten	0	%19.230
	Condescend, scorn or ridicule—emphasize your relative power	3	
	Be contemptuous	0	
	Do not treat the other seriously	0	
	Belittle the other (use diminutives)	0	
	Invade the other's space—literally	0	
	Explicitly associate the other with a negative aspect (personalize, use the pronouns "I" and "you"; put the other's indebtedness on record)	2	
	Violate the structure of conversation—interrupt	0	
Off-record	The FTA is performed by means of an implicature	1	%3.846
Withhold impoliteness	The absence of politeness work where it would be expected	0	0
Total		26	

The above table gives an indication that positive impoliteness with its output strategies (using profane language and ignoring and snubbing) scores the highest percentage (61.538%). This shows that in most of his speeches, Trump has recourse to the use of derogatory or profane expressions to belittle others (i.e., immigrants, blacks, and the like whom he considers inferior). Withhold impoliteness scores no percentage at all

Table (2): The Frequencies and Percentages of the Types of Racism as Used by Donald Trump in his Racist Speeches

Types of Racism	Frequency	Percentage
Overt	7	100%
Covert	0	0%
Total	7	

The table above shows that Donald Trump uses overt racism more than covert racism with the percentages (100%) and (0%) respectively. In sum , overt racism is predominant in Donald Trump's speeches what reflects his intrepidity in hurting others' feelings .

8. **Conclusions**

The study comes up with the following conclusions:
1.By reviewing Donald Trump's racist speeches, it becomes clear that the most Donald Trump is overt racism rather than covert frequent type of racism used by racism what reflects his boldness towards others .
٢. Immigration and hatred of Muslims and black people are the topics that are usually referred to by Donald Trump in his racist speeches through his rejection of immigrants from Muslim countries and other countries like Somalia.
3.With reference to the impoliteness strategies that Donald Trump exploits in his racist speeches, they include those of positive impoliteness, negative impoliteness, bald on–record and off record with their output strategies.
4. Positive impoliteness is the most prevailing strategy among other impoliteness strategies in Donald Trump's racist speeches. This is attributed to his recourse to the use of profane language in sundry situations in order to accomplish his goals of negatively describing others and belittling them.

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